

Craig Celia

From: Craig Celia
Sent: Monday, February 04, 2019 9:24 AM
To: Greg Vesta
Cc: Michael Rivas; William Frese
Subject: FW: Ring<>Wood Dale PD MOU Review
Attachments: Ring Subsidy Partnership.pdf; Ring Neighbors Portal Wood Dale PD - IL.docx

Here are the documents sent by Ring.



Craig Celia
Manager of Support Services
Wood Dale Police Department
404 N Wood Dale Rd, Wood Dale, IL 60191
(630) 766-2060
(630) 766-3822 *fax*
[City Website](#) | [Police Department Website](#)

From:
Anthony
Modestine

[mailto:anthony.modestine@ring.com]

Sent: Monday, February 04, 2019 8:57 AM
To: Craig Celia <ccelia@wooddale.com>
Subject: Ring<>Wood Dale PD MOU Review

Hi Craig,

Thanks again for taking the time to speak with me this afternoon.

We're excited at the prospect of working partnering with the Wood Dale Police Department to reduce crime and engage citizens through the Neighbors platform.

To recap some program highlights:

Neighbors by Ring is the free smartphone app that allows citizens to upload videos, photos and alerts related to crime and safety and share them with their neighbors. You do not need Ring cameras to use this app.

The Neighbors Law Enforcement Portal allows your agency to view and comment on these posts in real-time, directly engage citizens and create neighborhood alerts that are targeted to neighbors in specific geographic areas.

On the investigative side, the portal allows you to see an active heat camera map of all the Ring devices in your community and directly request relevant video when a crime is committed. All of this is provided to law enforcement and the community at no cost.

We will create a Wood Dale Police-specific download link for the app. Anytime someone uses the link to download the neighbors app, Wood Dale PD gets credit. For every 20 downloads, we send you another device. We are willing to work with the police department, local foundations or the city on a subsidy program to help get additional cameras into the community.

For your community, we offer a subsidy program which is a partnership between Ring and the city that offers residents exclusive discounts on Ring Security Products. With an investment of \$50 from the city per household, Ring will match this, offering the resident a \$100 off coupon on a Ring device of their choosing. (Attached below is more detailed information) Please let me know if this is something you are interested in, I would be happy to do an intro to Stacey Cooke who runs the subsidy program.

Your department specific discount code for law enforcement personnel is **nbwooddale** use this code with your department email address (@wooddale.com) to receive \$50 off per device.(Excluding Ring Classic and bundled products)

Please let me know if you have any questions or concerns with the MOU, I would be happy to address them. Again if this does need to go to City Council for review I would like to sync in Morgan who is our PR coordinator.

Thanks and I look forward to reconnecting soon!

--

Anthony Modestine
Neighborhood's Training Manager



1200 Atwater Dr Ste 225
Malvern, PA 19355

Anthony.Modestine@ring.com

Reducing Crime in Newark NJ: [Newark Protect Project](#)
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)
LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)

Craig Celia

From: Craig Celia
Sent: Wednesday, March 06, 2019 8:44 AM
To: 'Anthony.Modestine@ring.com'
Subject: Memo of Understanding
Attachments: Ring Signed Memo of Understanding 030619.pdf

Hey Anthony,

Please find the attached signed memo of understanding. Please let me know what is the next step!

Thank you.



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Craig Celia

From: Craig Celia
Sent: Wednesday, March 06, 2019 1:25 PM
To: 'Anthony Modestine'
Subject: RE: Memo of Understanding

Anthony,

Our PIO for the police department was in the presentation and we are caught up. Now there is another person I need to bring into the loop, mainly for disseminating any material to the general public via the City website/facebook and other City social media blasts. I am the person that will do this for the police department page, facebook and police social media accounts. Let me know how to proceed.

Thank you.



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From:
Anthony
Modestine

[mailto:anthony.modestine@ring.com]

Sent: Wednesday, March 06, 2019 11:49 AM
To: Craig Celia <ccelia@wooddale.com>
Subject: Re: Memo of Understanding

Thanks, Craig, sending this over to our legal team to sign and file. I will send you back a final copy as soon as we are ready to move onto our next steps!

Can you please re-inform me, I have in my notes that the PIO of Wood Dale PD joined my first meeting but I do not have a name. Can you please confirm that they have either seen this meeting or are fully caught up to speed with this partnership?

Thanks!

On Wed, Mar 6, 2019 at 6:43 AM Craig Celia <ccelia@wooddale.com> wrote:

Hey Anthony,

Please find the attached signed memo of understanding. Please let me know what is the next step!

Thank you.



Craig Celia

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Anthony Modestine

Neighborhood's Account Manager

ring

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Anthony.Modestine@ring.com

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Craig Celia

From: Craig Celia
Sent: Thursday, March 07, 2019 2:12 PM
To: 'Anthony Modestine'; Barry Parker
Subject: RE: Ring<>Wood Dale PD(IL) Onboarding

Guys,

I have identified the below individuals, who is responsible for what. Once I get the calendar invitation for 3/20 at 11AM (Pacific Time), I will invite the others.

Thank you.



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Manager of Support Services
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From:
Anthony
Modestine

[mailto:anthony.modestine@ring.com]

Sent: Thursday, March 07, 2019 12:38 PM

To: Craig Celia <ccelia@wooddale.com>; Michael Rivas <mrivas@wooddale.com>; Barry Parker <barry.parker@ring.com>

Subject: Ring<>Wood Dale PD(IL) Onboarding

Craig Great news! The MOU agreement is fully signed. Attached are the documents for your records.

I've copied your new Account Manager, Barry Parker. Next step would be to set up a 1 hour webinar with you and all the key stakeholders for your Portal Onboarding. The Portal Onboarding is train-the-trainer style so we only require the following people to join:

The folks we ask to be included on this call would be (we understand the same person may fill more than one role).

1. Partnership Coordinator - main champion for the Ring partnership

Name: Craig Celia

2. Press/Media Coordinator - typically the PIO who would work with Morgan from our team to coordinate the initial partnership announcement (which usually happens before or within a few days of the Onboarding itself) as well as ongoing PR moving forward (in this case Deputy Chief Mike Rivas) **DC Mike Rivas**

3. Social Media Coordinator - person(s) in the department who manages comments on Facebook, Twitter, NextDoor, etc (if different from #2)

Name: Craig Celia

4. Investigative Coordinator - your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of video.

Name: Detective Chris Banaszynski

5. Community Relations Coordinator - person who oversees the team that interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.

Name: Craig Celia

Involvement by each of these groups is essential for active community participation (specifically on video requests) and overall long-term success of the partnership.

Lastly, please ensure you have access to a computer so we can screen share the Portal with you.

Barry, If you could please sync up with Craig who is the Manager of Support Services for the Wood Dale PD - IL and find a day and time that works best for both of your schedules that would be great.

It was a pleasure working with you Craig!

--

Anthony Modestine

Neighborhood's Account Manager



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Anthony.Modestine@ring.com

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Craig Celia

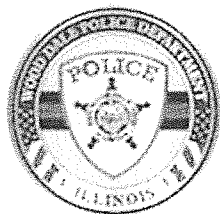
From: Craig Celia
Sent: Wednesday, March 20, 2019 1:47 PM
To: Police All Operations
Subject: Ring Neighbors Portal

Hello,

Just so everyone is aware, the police department entered into an agreement with the company Ring to become a contributing agency on their Neighbors Portal within Wood Dale.

Neighbors Portal provides the Wood Dale Police Department with access to the Neighbors App, which is the largest crime-focused neighborhood watch in the country. We also have the ability to request video footage from Ring video doorbells and security cameras to assist in investigations. Anyone has the ability to download the Ring Neighbors Application to view suspicious or crime acts in their neighborhood. The department posted this information on our social media sites today to get the word out.

Currently, Detectives and Admin has access to the law enforcement portal portion. Here is a YouTube video of what the Ring Neighbors Portal is all about: https://www.youtube.com/watch?v=vvON6j_gZqs



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